

TWO TWELVE + ARUP + INSIGHT CIVIL

Battery Park City Wayfinding and Signage

December 05, 2018

PROJECT GOALS

Create a simple, strong, and memorable sign system for Battery Park City that will:

- Create a unified BPC public experience
- Respect the character of BPC
- Respond to the needs of the users of BPC
- Be easy to maintain and update

WHAT WE HEARD – RECAP FROM JULY CB1

Regulatory Signs

- Rules should be displayed prominently
- Use symbols to identify rules
- Don't just tell people what they can't do, instead offer alternative locations for specific activities

Bike Signs

- Signage should be prominent and highly visible
- Color should not be too bright

ADA/Accessibility

- Ensure sufficient contrast for those with impaired vision
- Study height of maps to provide consistency and visibility for shorter people/people in wheelchairs

Additional Thoughts

- Overall concept was accepted
- Signage should direct to public restrooms
- Gateway sign design felt too commercial / leaf shape looks like surf boards
- Illumination could be helpful since it becomes dark early in winter and buildings block sunlight
- Wayfinding signage will not be digital, LinkNYC being considered for digital kiosks
- Consider connection back to NYC wayfinding signs

Design Development

TYPOGRAPHY

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

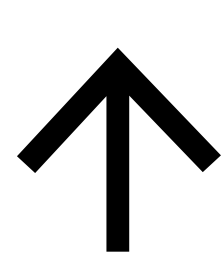
Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERSAL SYMBOLS



Arrow



Pedestrian



Bike



Dismount Area



Trash Symbol



No Dogs



No Smoking



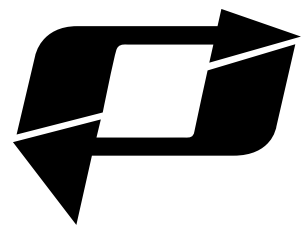
Do Not Feed
Animals



No Alcohol



No Fires



PATH

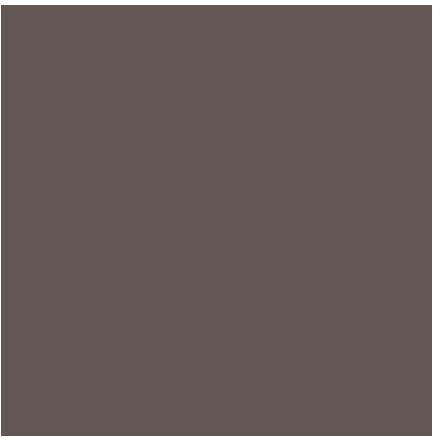


NYC Transit

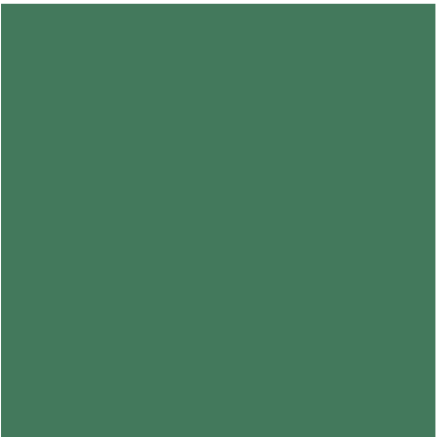
COLOR PALETTE



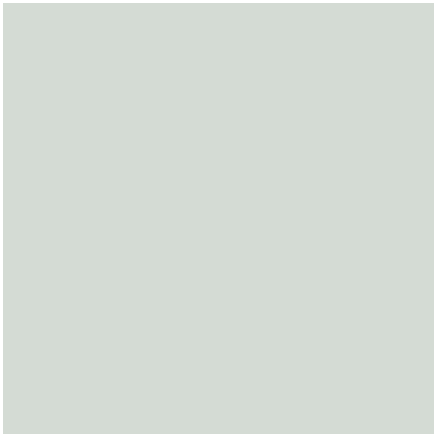
Dark Metallic Brown



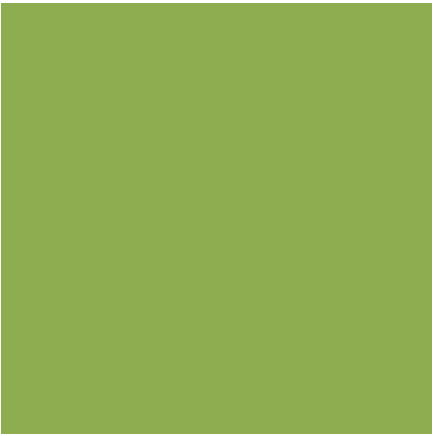
Light Brown



Dark Green



Transit Green

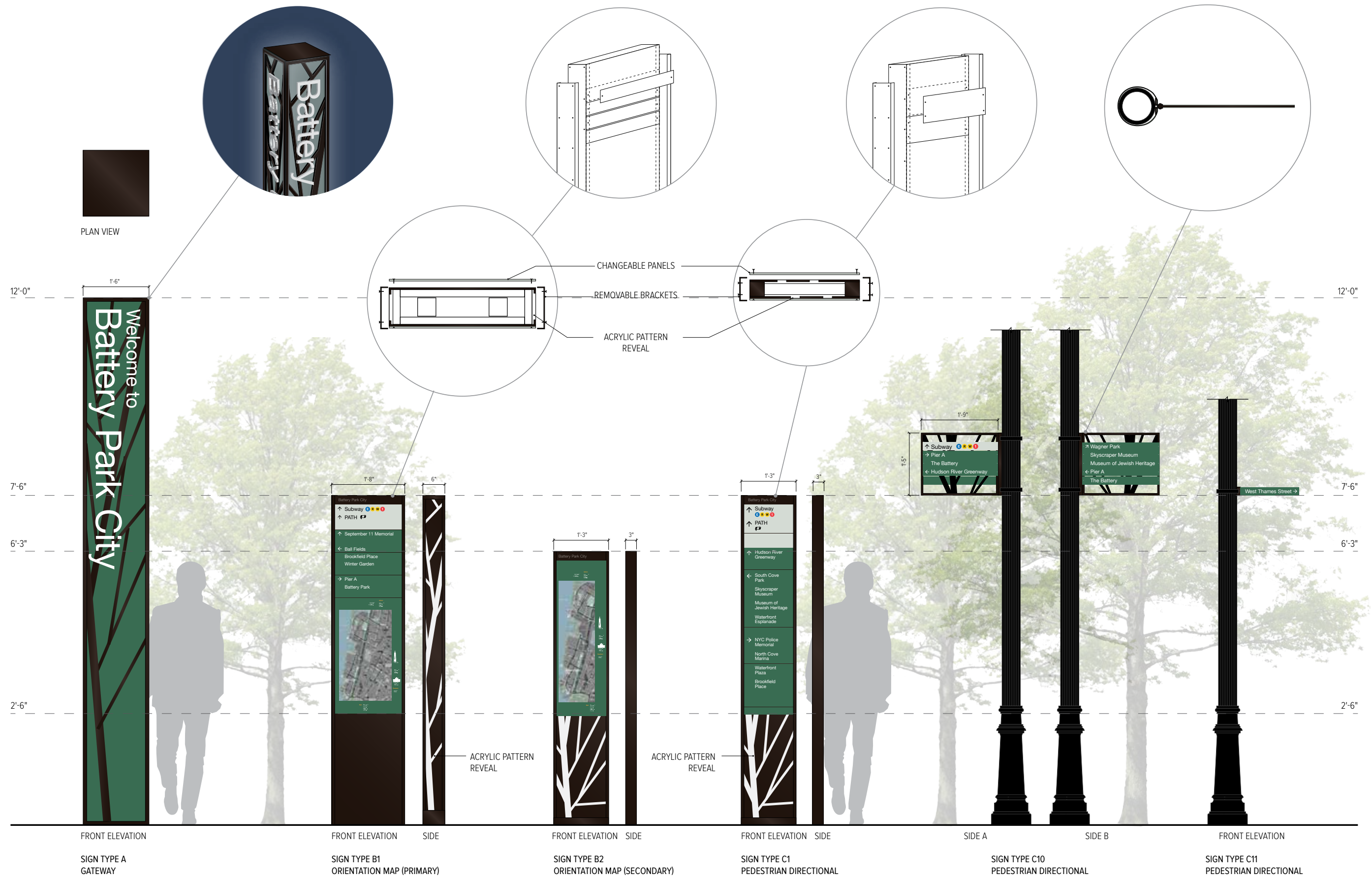


Cyclist Green

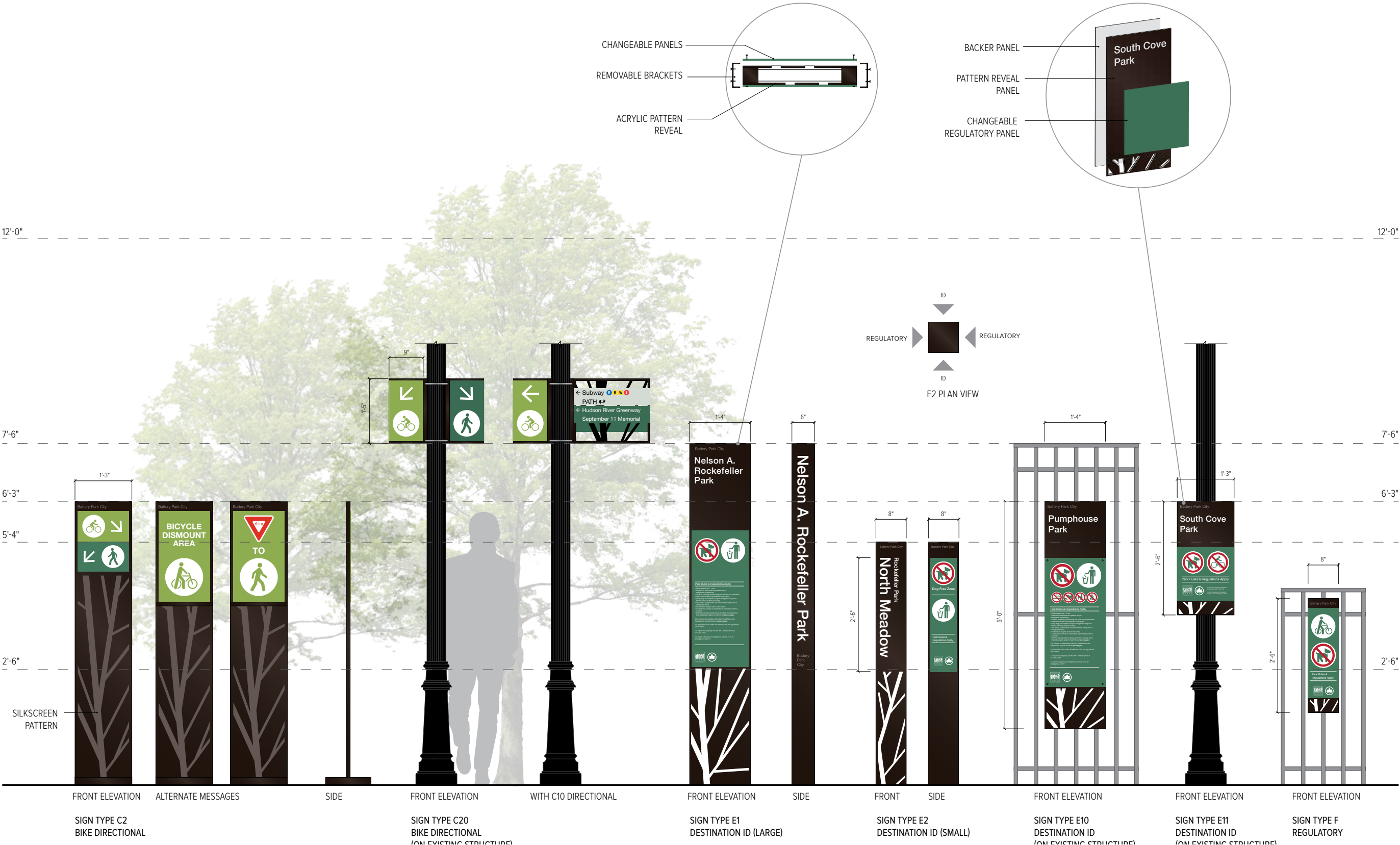


Frosted White Acrylic

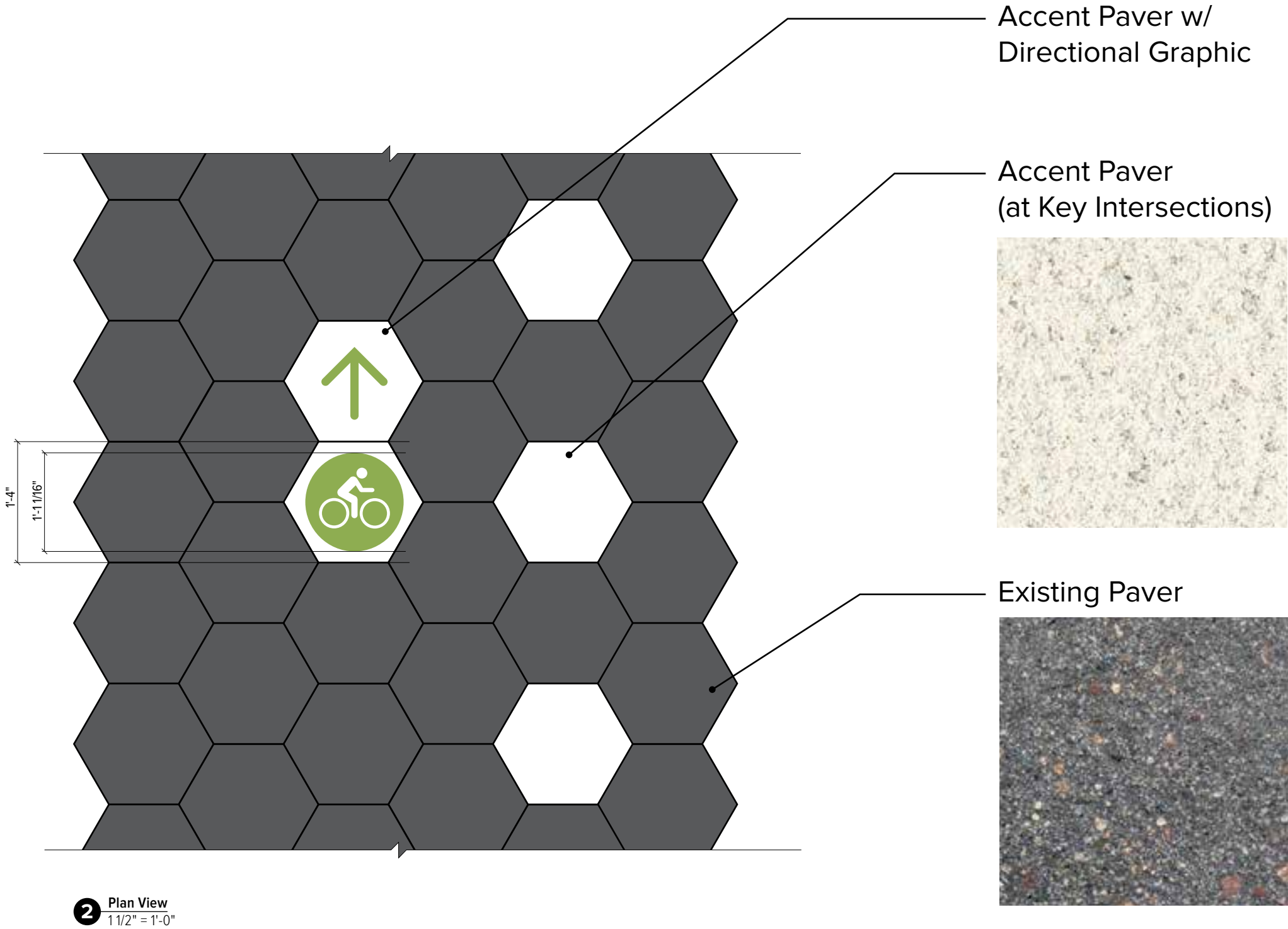
SIGN FAMILY OVERVIEW



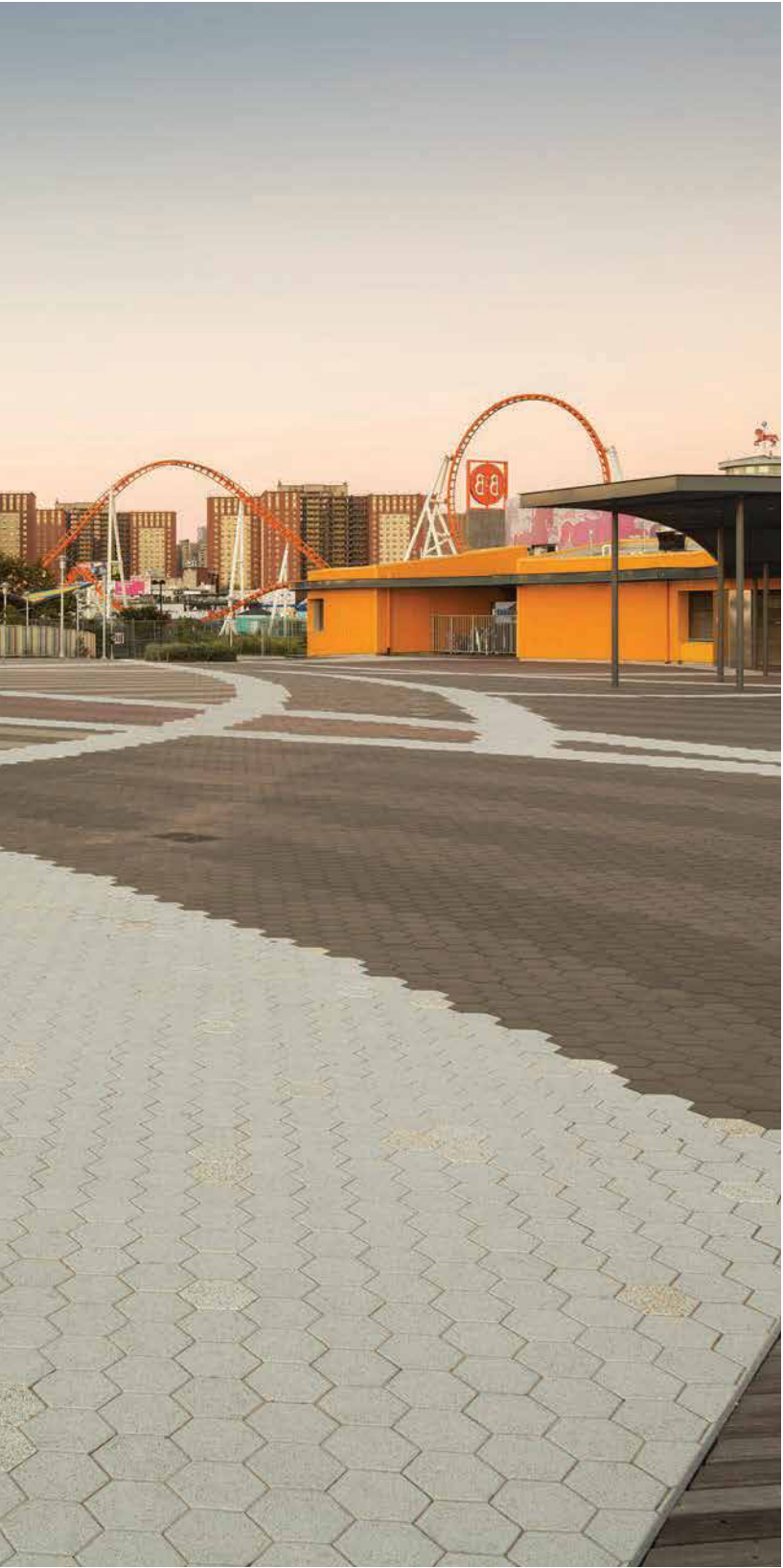
SIGN FAMILY OVERVIEW



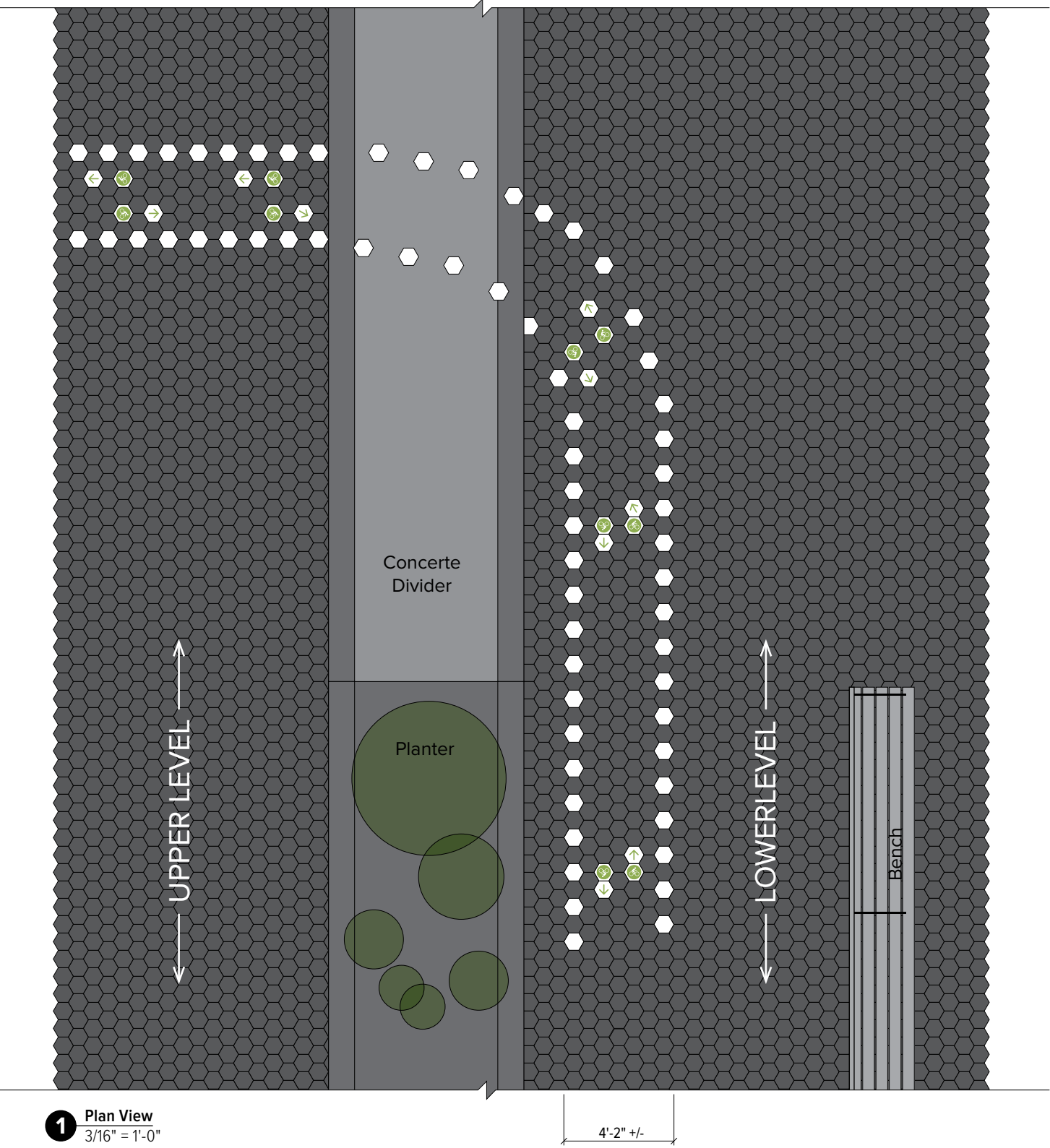
PAVER STUDIES



Coney Island Precedent



PAVER STUDIES – IMPLEMENTATION AT KEY INTERSECTIONS



West Thames Street

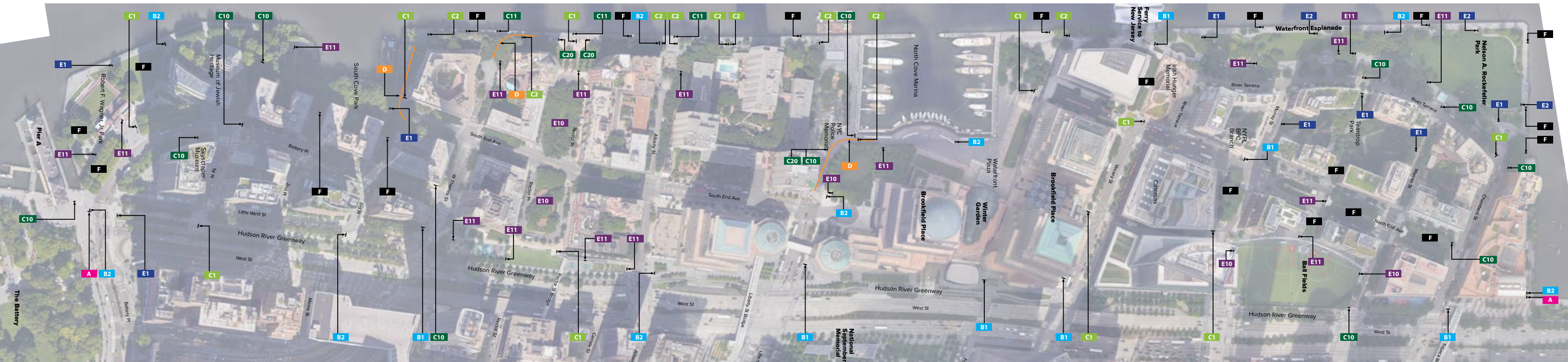


3rd Place



Liberty Street

PRELIMINARY SIGN LOCATIONS



KEY		
SIGN TYPE	SIGN DESCRIPTION	PRELIMI-NARY QTY
A	Gateway	2
B1	Map Pylon (Large)	7
B2	Map Pylon (Small)	9
C1	Directional Pylon	10
C10	Directional (on Existing Structure)	13
C11	Directional (on Existing Structure, Small)	3
C2	Directional Pylon (Bike)	9
C20	Directional Pylon (Bike, on Existing Structure)	3
D	Pavers	3
E1	Destination ID Pylon (Large)	8
E2	Destination ID Pylon (Small)	3
E10	Destination ID (on Existing Structure, Large)	3
E11	Destination ID (on Existing Structure, Small)	16
F	Regulatory	60

THANK YOU